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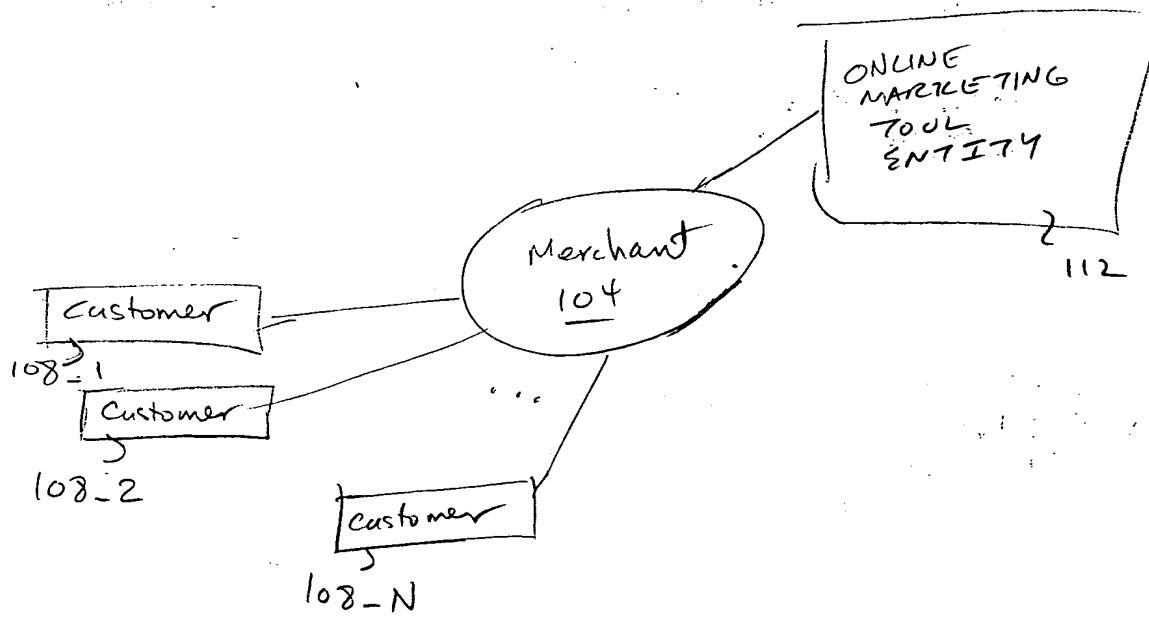


Fig. 1

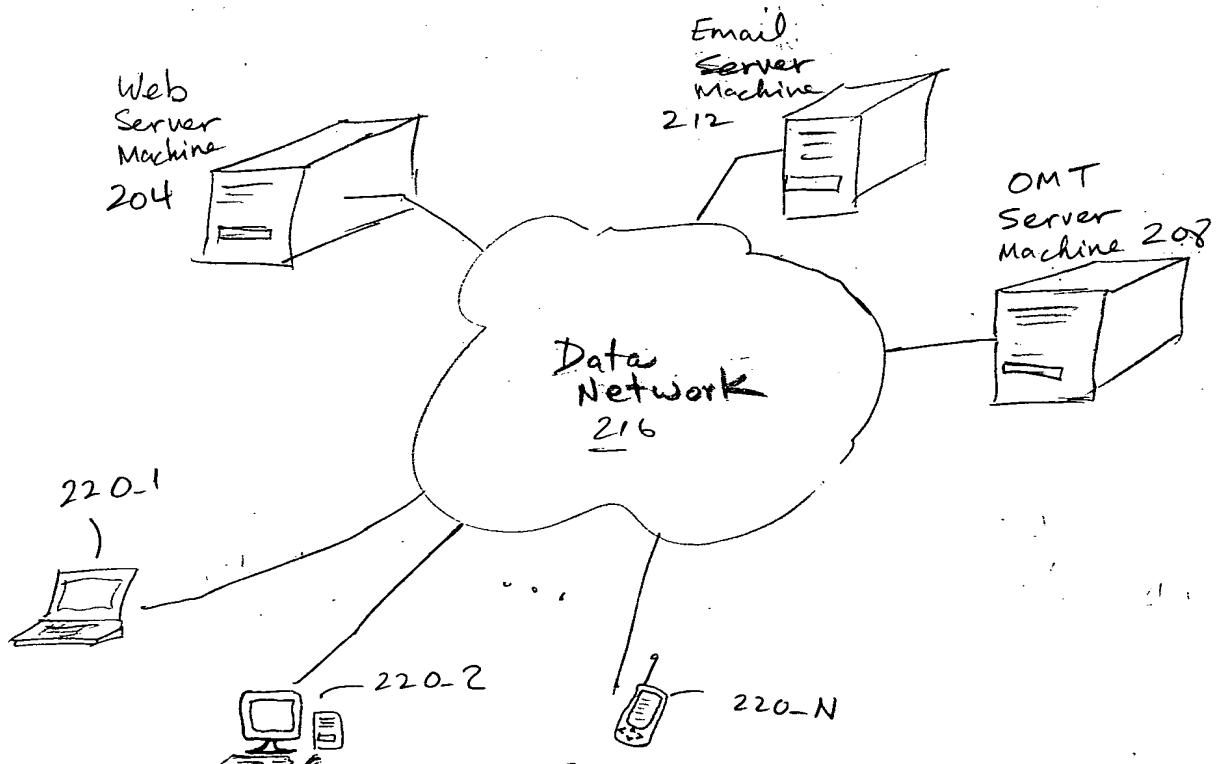


Fig. 2

Data Collection Methods (DCM) 304

Email Campaign Tracking:

- Opens.
- Clicks.
- Conversion.
- Historical

Online Survey Tracking:

- Answers.
- Historical.

Web Campaign Tracking:

- Impressions.
- Clicks.
- Conversion.
- Historical.

Member Database & Arbitrary Data.

Business Rules Engine (BRE) 308

1. Takes input from the "Data Collection Methods."
2. Applies Rules-Sets created and managed in the Life Cycle Manager to determine the "State" for each individual person.
3. Makes the "State" information available to the Content Presentation Methods.

Content Presentation Methods 312

Email Personalized by:

- Substitution.
- Environment Variables.
- Conditional Content.
- Database Values.
- State.

Online Surveys

Web Content Personalized by:

- Substitution.
- Environment Variables.
- Conditional Content.
- Database Values.
- State.

Arbitrary Export

Fig. 3

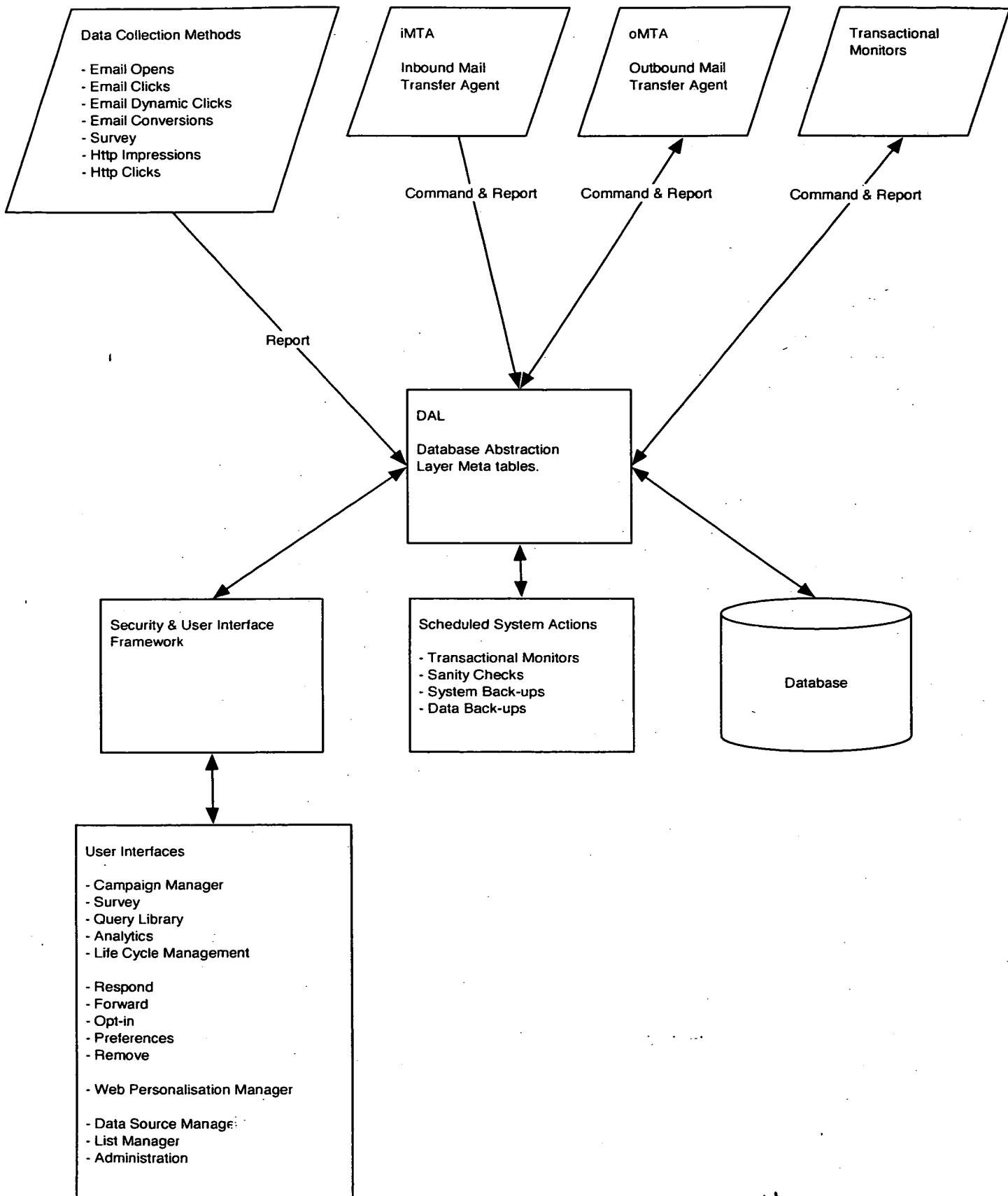


Fig. 4

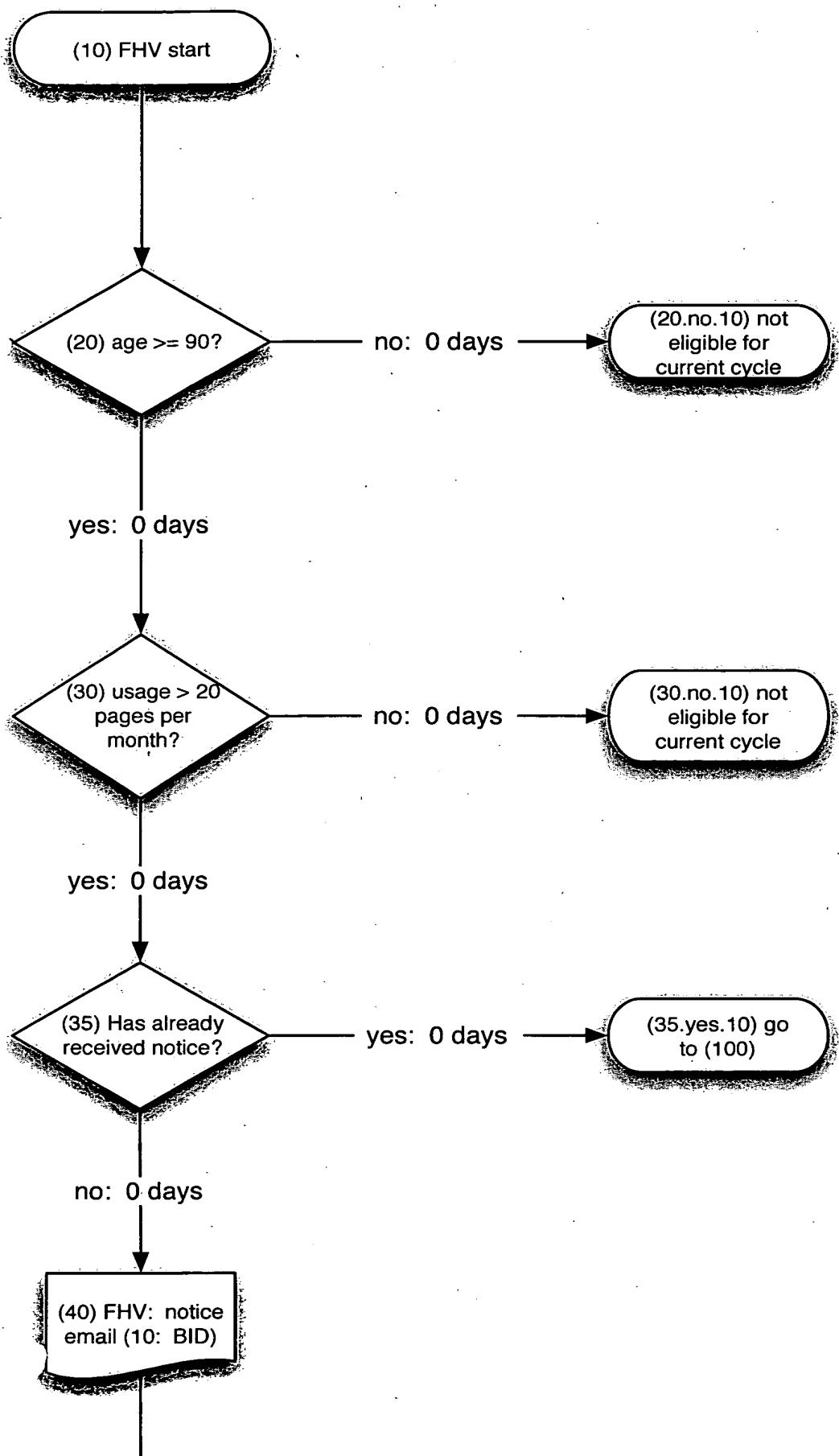


Fig. 5A

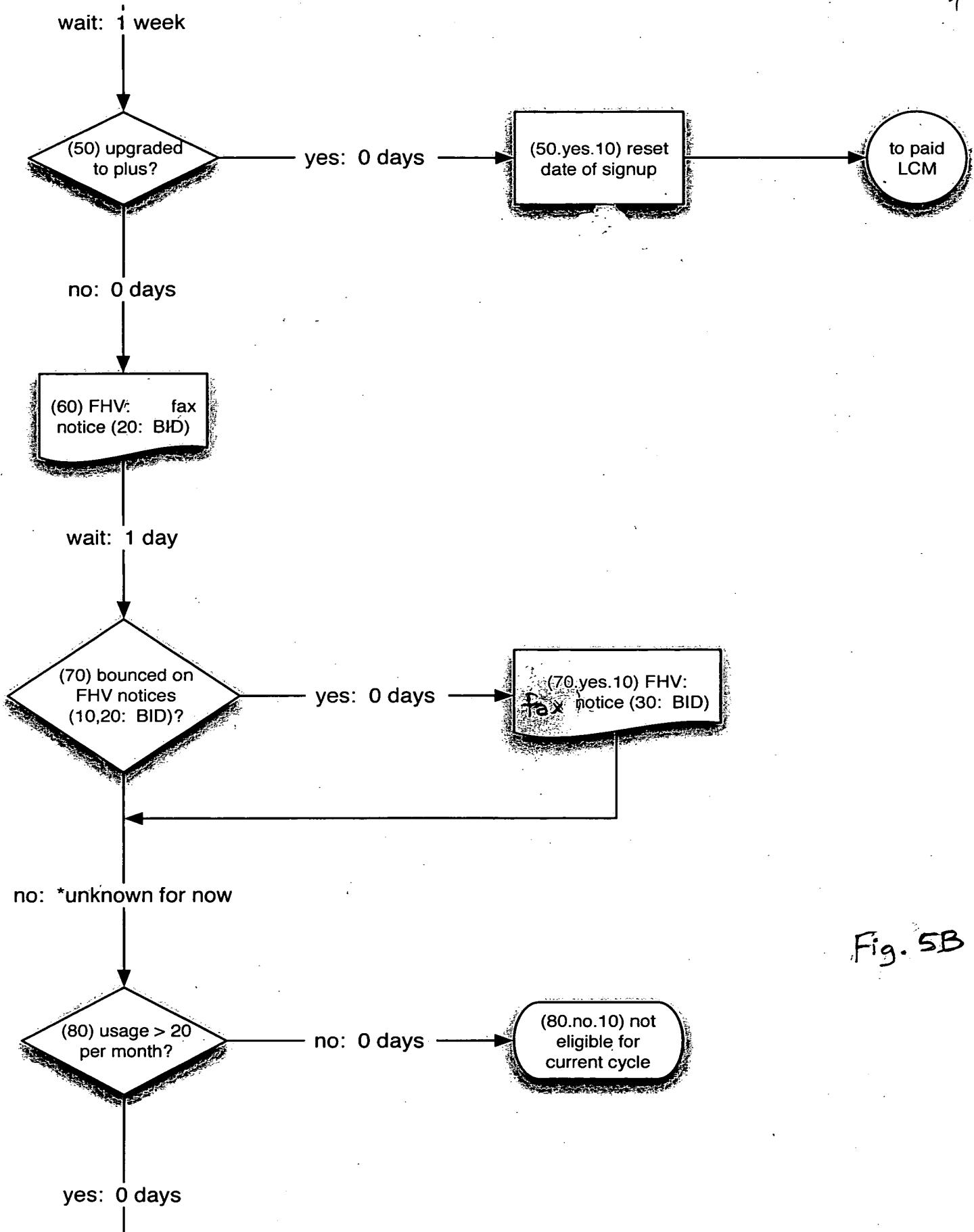


Fig. 5B

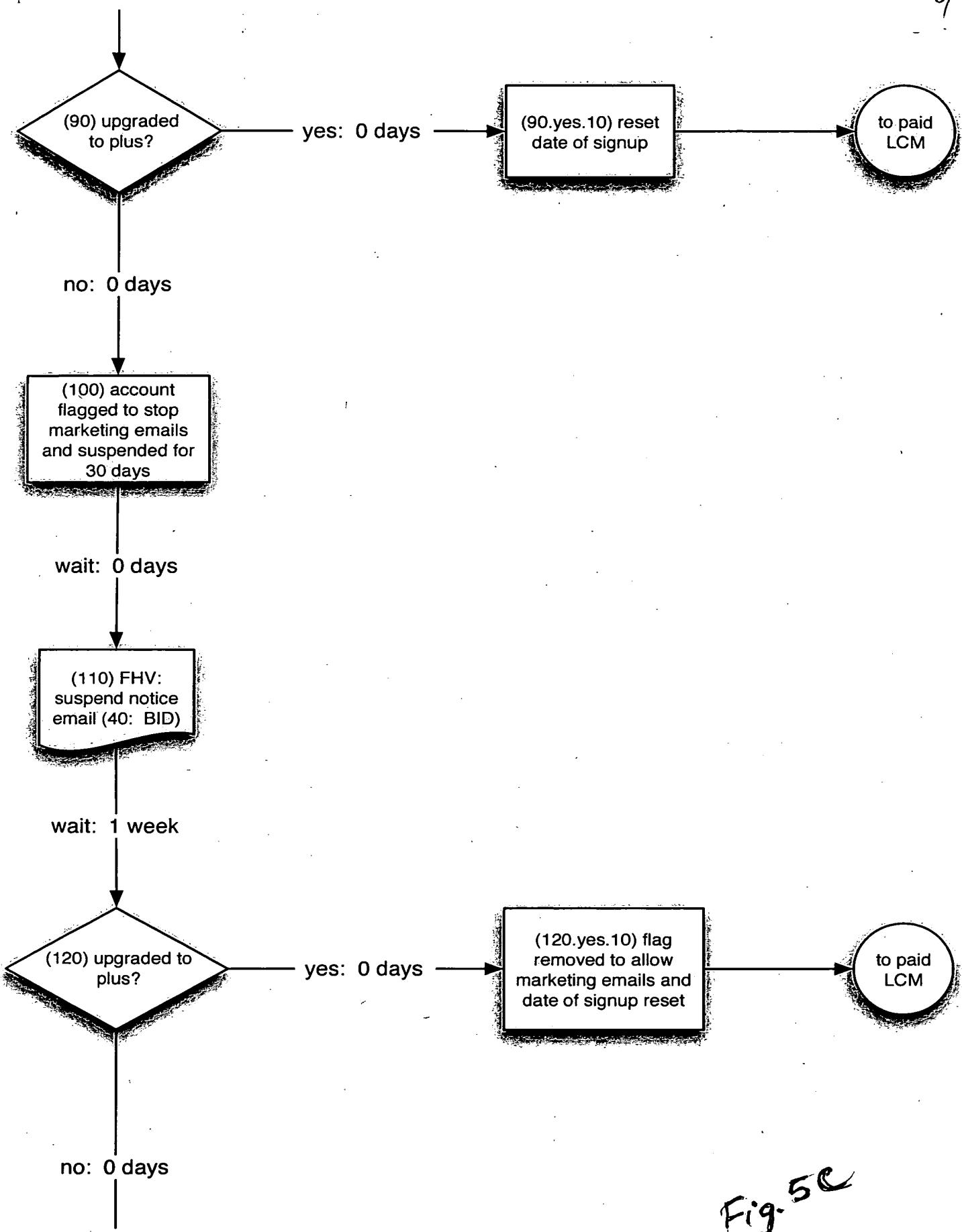


Fig. 5c

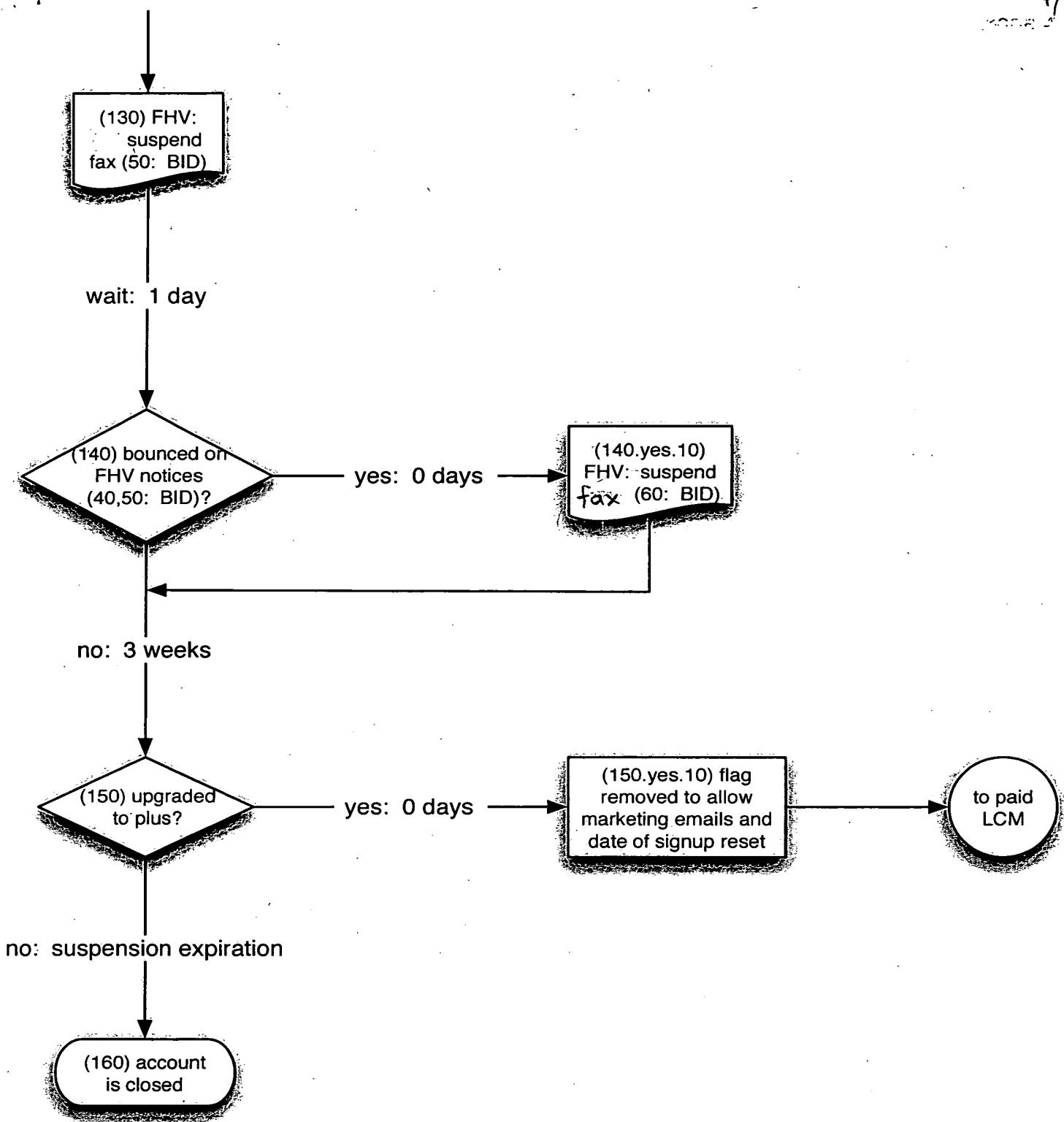


Fig. 5D

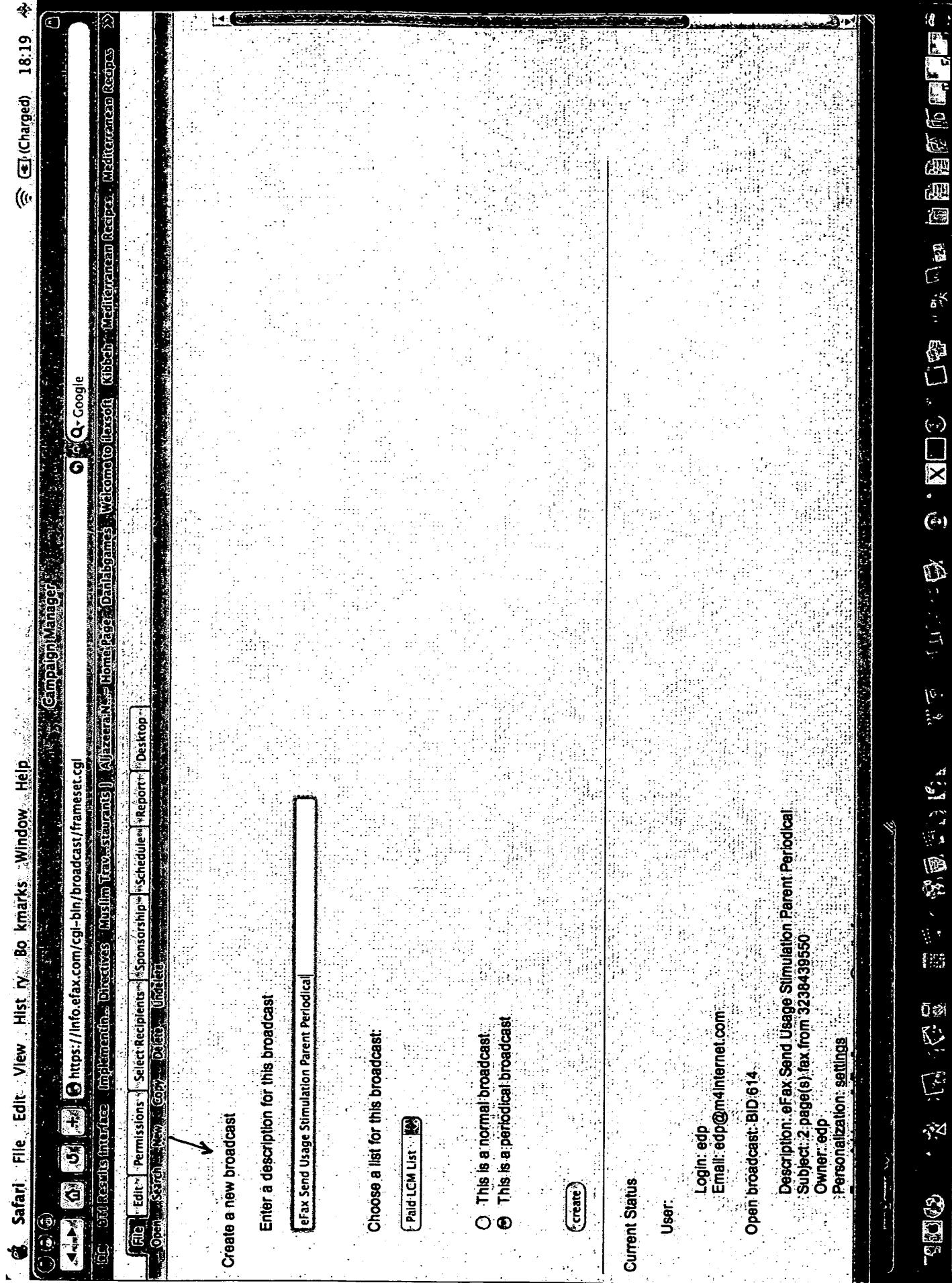


Fig. 6A

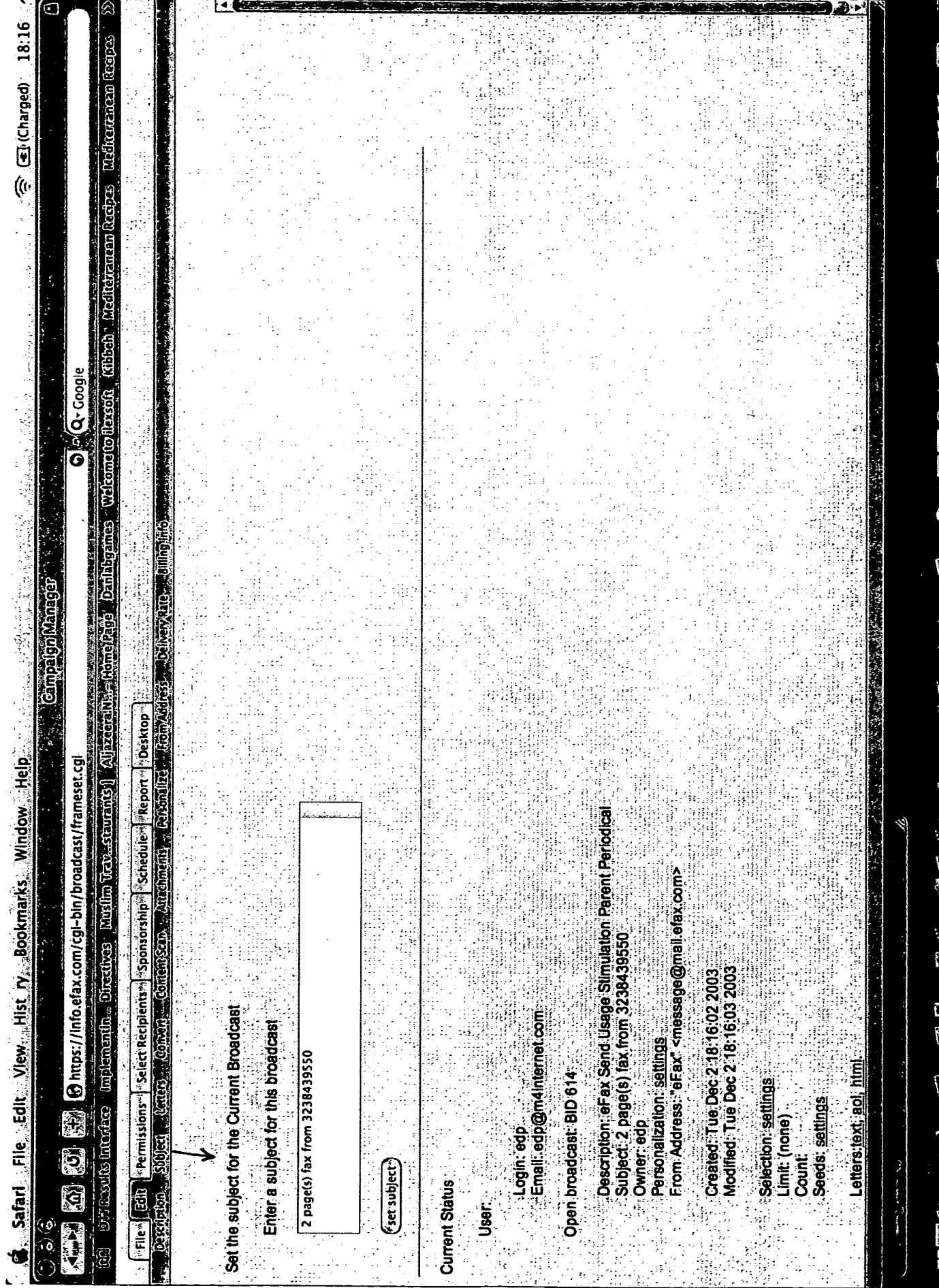
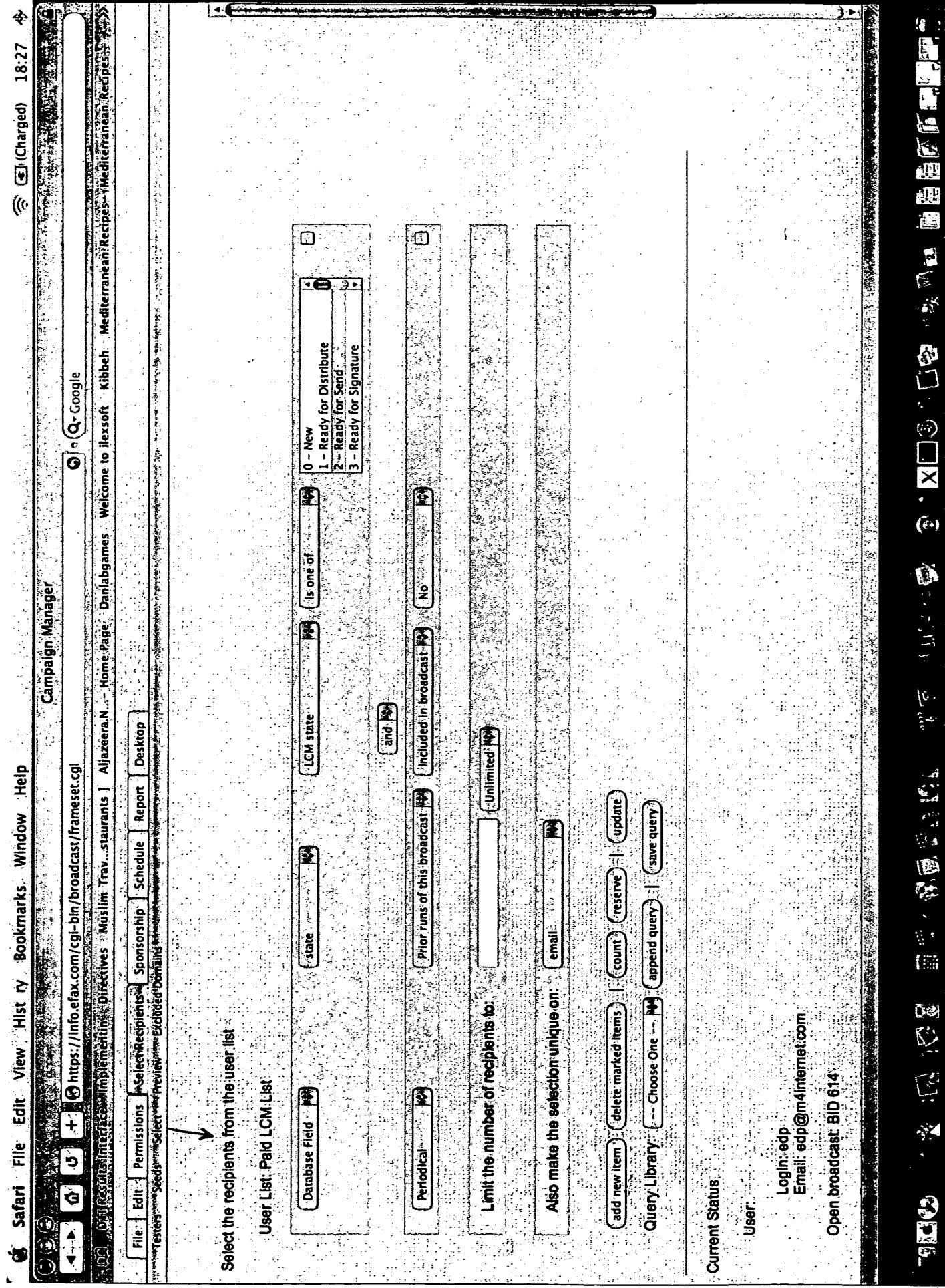


Fig. 6B



ICM Interface

Q Google

Macintosh HD
55.88 GB, 25.44 GB free

iDisk 100.9 MB
000Ed bio.rtf

000hemi 2.rtf
000hemi ideas.rtf

broadcast_v21_clean.doc
broadcast_v21_clean

LCM 16 items

Current Status

User: Login: edp Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition

Owner: edp

QA State: Untested
Created: Tue Dec 2 17:54:38 2003
Modified: Tue Dec 2 17:54:38 2003

Change the properties of the Current LCM Rule

"From" State: 1

This rule is applied only to those records already in the "From" State.

"To" State: 3

This rule, when applied, transitions matching records into the the "To" State.

Execution Order: 10

When the LCM Rule Set runs on a list, each rule defined for the list is applied in turn, to all matching records. The execution order determines the order in which rules are applied, those with lower numbers run first.

submit

Fig. 7A

LCM Interface

Q Google

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000hemi 2.rtf

000hemi ideas.rtf

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LCM 16 items

Set the selection for the Current LCM Rule

User List: Paid LCM List

Database Field: sent total is greater than

Query Library: append query

add new item delete marked items

Current Status

User: login: edp Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition

Owner: edp

QA State: Unlisted

Created: Tue Dec 2 17:54:38 2003

Modified: Tue Dec 2 17:54:38 2003

78

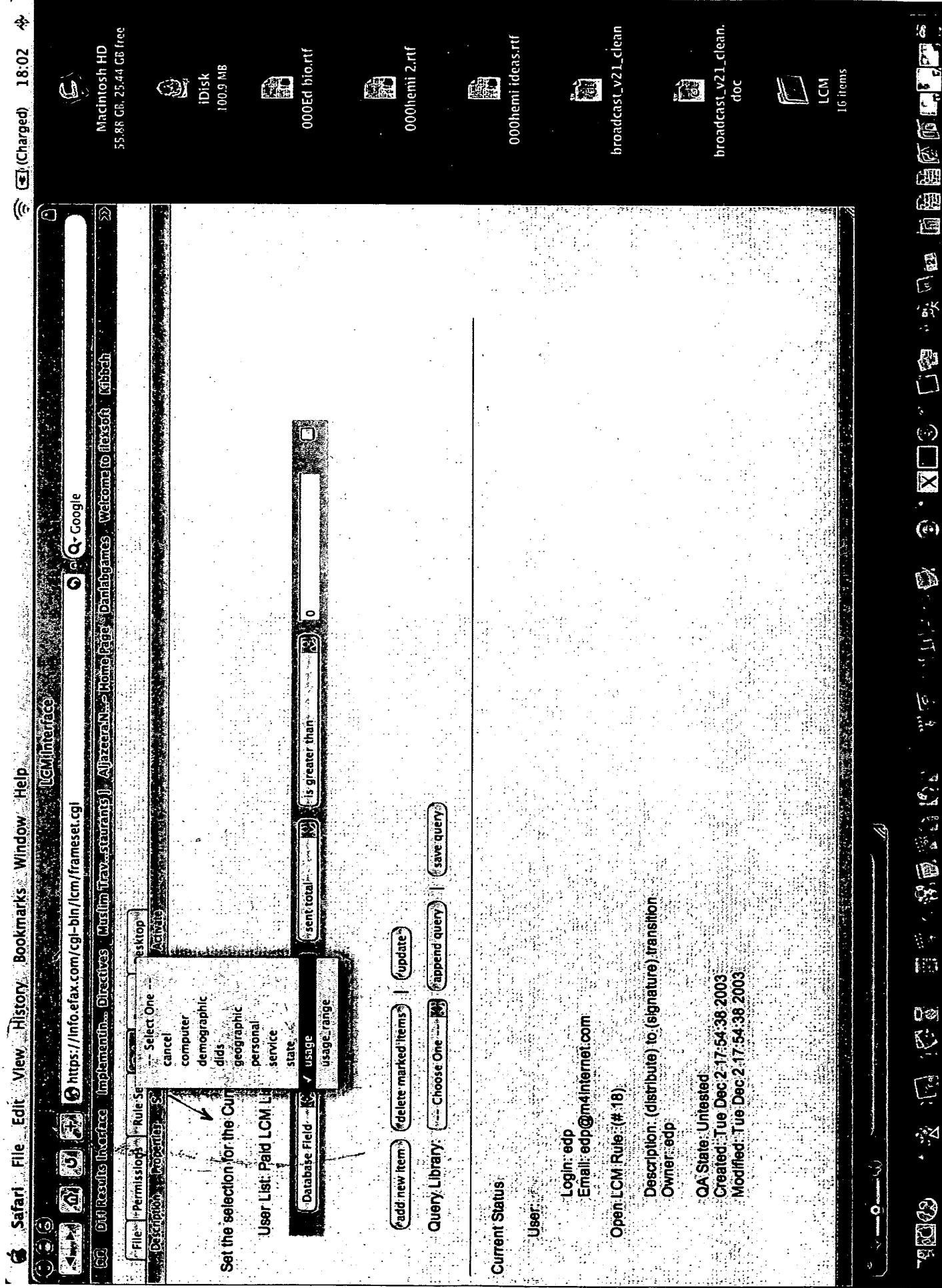


Fig. 7C

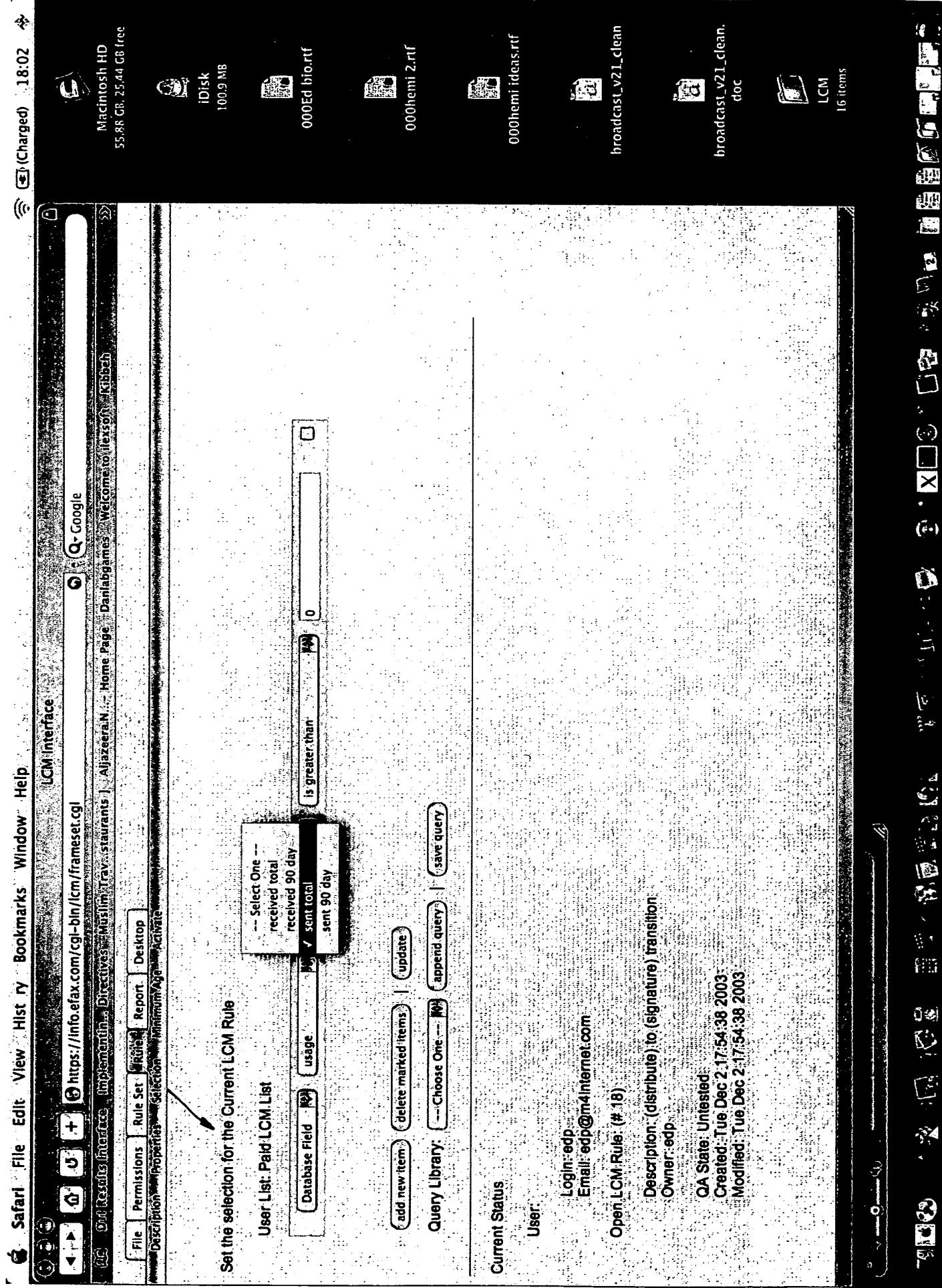


Fig. 7-D

18:02

Safari File Edit View History Bookmarks Window Help

④ (Charged) 18:02

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55.88 GB, 25.44 GB free

Q: Q-google

Macintosh HD
55.88 GB, 25.44 GB free

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000hemi 2.rtf

000hemi ideas.rtf

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LCM
16 items

④ LCM Interface

④ https://info.efax.com/cgi-bin/lcm/frameset.cgi

④ Go! Route Interface Implementing Directives MultinTrav:Restaurants | AljazeeraN | Home Page | Danilagames | Welcome to the LCM Interface

File Permissions Rule Set Report Desktop

Description: Properties Selection: Minimum Age: Activate

— Select One —

Is null
Is not null
In the range
Is equal to
Is less than
Is less than or equal to
Is greater than
Is greater than or equal to

Database Field: sent total

add new item | delete marked items | update | choose One — | append query | save query

User List: Paid LCM List

Set the selection for the Current LCM Rule

Current Status

User: edp

Login: edp

Email: edp@m4internet.com

Open LCM Rule: (#-16)

Description: (distribute) to (signature) transition

Owner: edp

QA State: Untested

Created: Tue Dec 2 17:54:38 2003

Modified: Tue Dec 2 17:54:38 2003

④ HE

QMInterface

https://Info.efax.com/cgi-bin/lcm/frameset.cgi

QM Results Interface

Implementations Directives MuslimTravel Restaurants Alphabetical Home Page Home Page

Macintosh HD 55.88 GB, 25.44 GB free

1Disk 100.9 MB

QM

File Permissions Rule Set Rule Report Desktop

Description Selection Minimum Age Activate

Properties

Minimum Age: 2

Submit

Set the Minimum Age for the Current LCM Rule

This rule will apply only to those records that have been in the "From" state for the specified number of days.

Current Status

User: Login: edp Email: edp@m4internet.com

Open LCM Rule (# 18)

Description: (distribute) to (signature) transition

Owner: edp

QA State: Unlisted

Created: Tue Dec 2 17:54:38 2003

Modified: Tue Dec 2 17:54:38 2003

broadcast_v21_clean

broadcast_v21_clean.doc

LCM 16 items

Fig. 7F

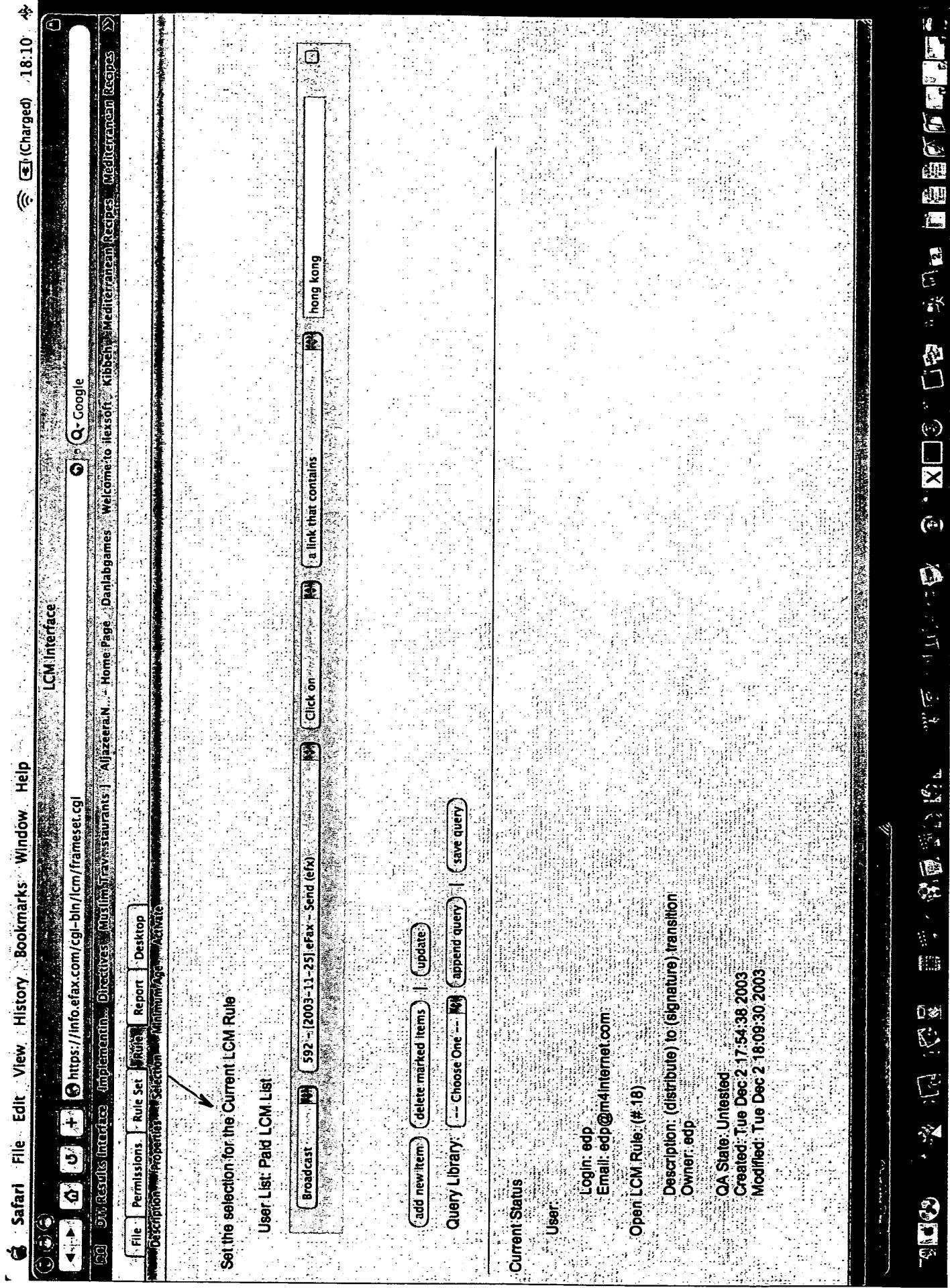


Fig. 8A

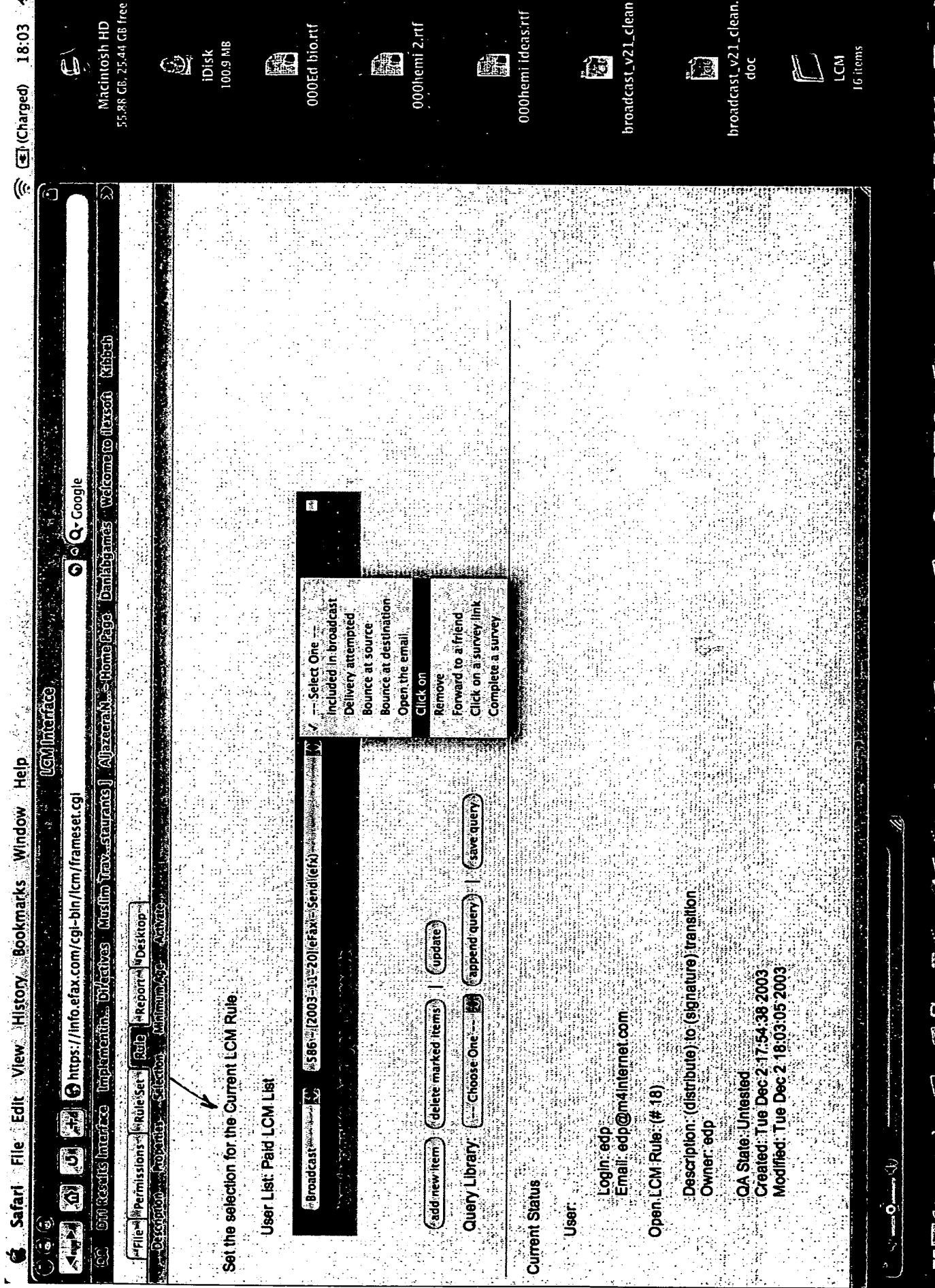


Fig. 18

18

Loading [http://info.efax.com/cgi-bin/lcm/frame.cgi](#) [Q](#) [Q-Google](#)

Macintosh HD
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iDisk
100.9 MB

Macintosh HD
Implementation: Directives: Merlin/Tray_structures [Alzatea_Na - Home Page] Merlin/Tray_structures: Welcome to the [Merlin](#) Merlin

File Permissions Rule Report Desktop

Description: [Proprietary](#) Selection: [Administer](#) Active: [Administer](#)

Permissions Rule Report Desktop

any link
a link that contains
a link that doesn't contain
didn't click (but was in broadcast)
didn't click on any link containing
didn't click on any link not containing
didn't click or not in broadcast

000Ed bio.rtf
000Ed hemi 2.rtf
000hemi iders.rtf
broadcast_v21_clean.doc
LCM
16 items

Set the selection for the Current LCM Rule

User List: Paid LCM List

[Broadcast](#) [\[2003-10-23\] Verfax - Send \(fr\)](#) [Click on](#)

[add new item](#) [delete marked items](#) [\[update\]](#)

Query Library: [Choose One...](#) [append query](#) [\[save query\]](#)

Current Status

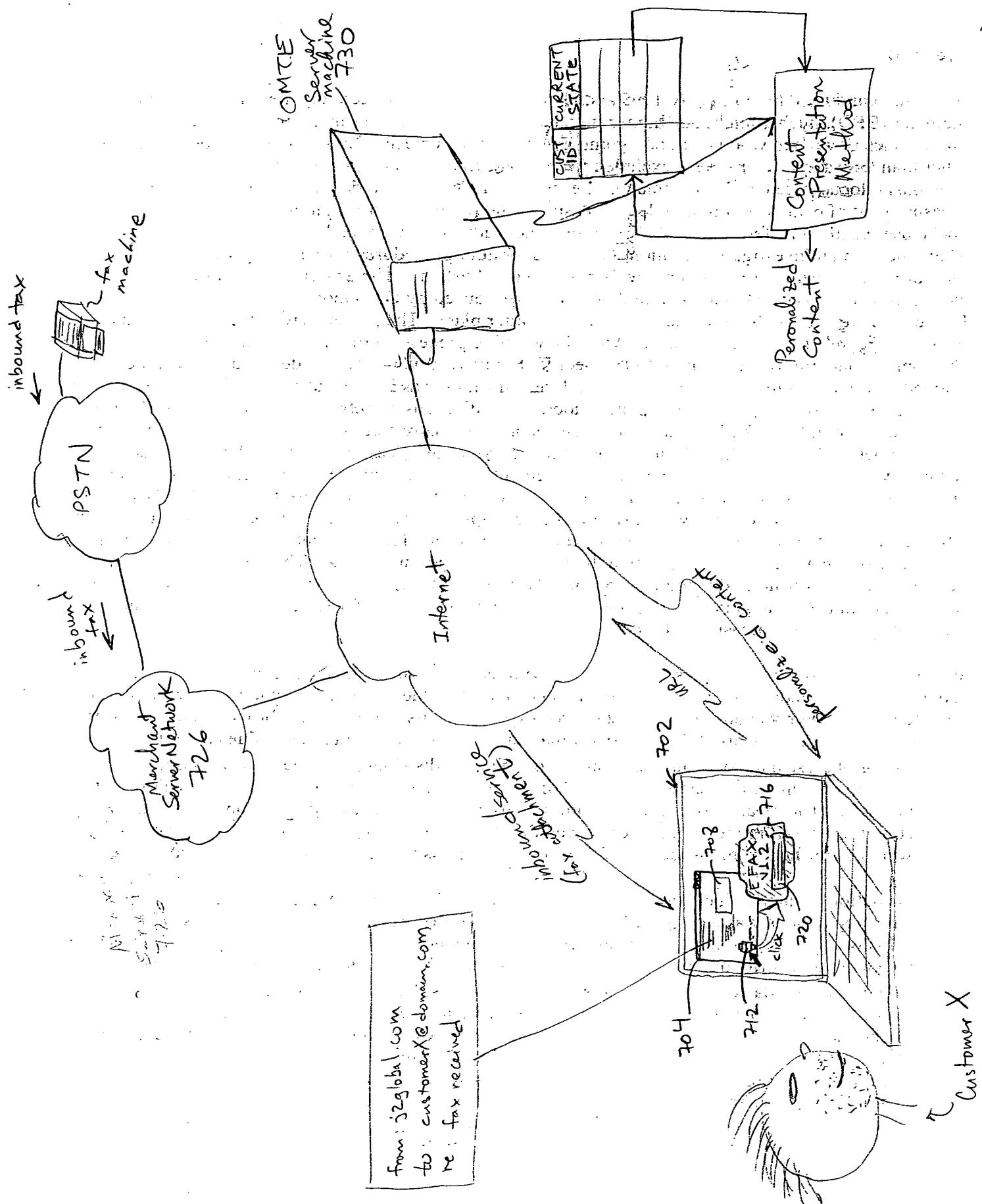
User: [edp](#)
Login: [edp](#)
Email: [edp@m4internet.com](#)

Open LCM Rule: # 18

Description: (distribute) to (signature) transition
Owner: [edp](#)

QA State: Untested
Created: Tue Dec 2 17:54:38 2003
Modified: Tue Dec 2 18:05:08 2003

Fig. 8C



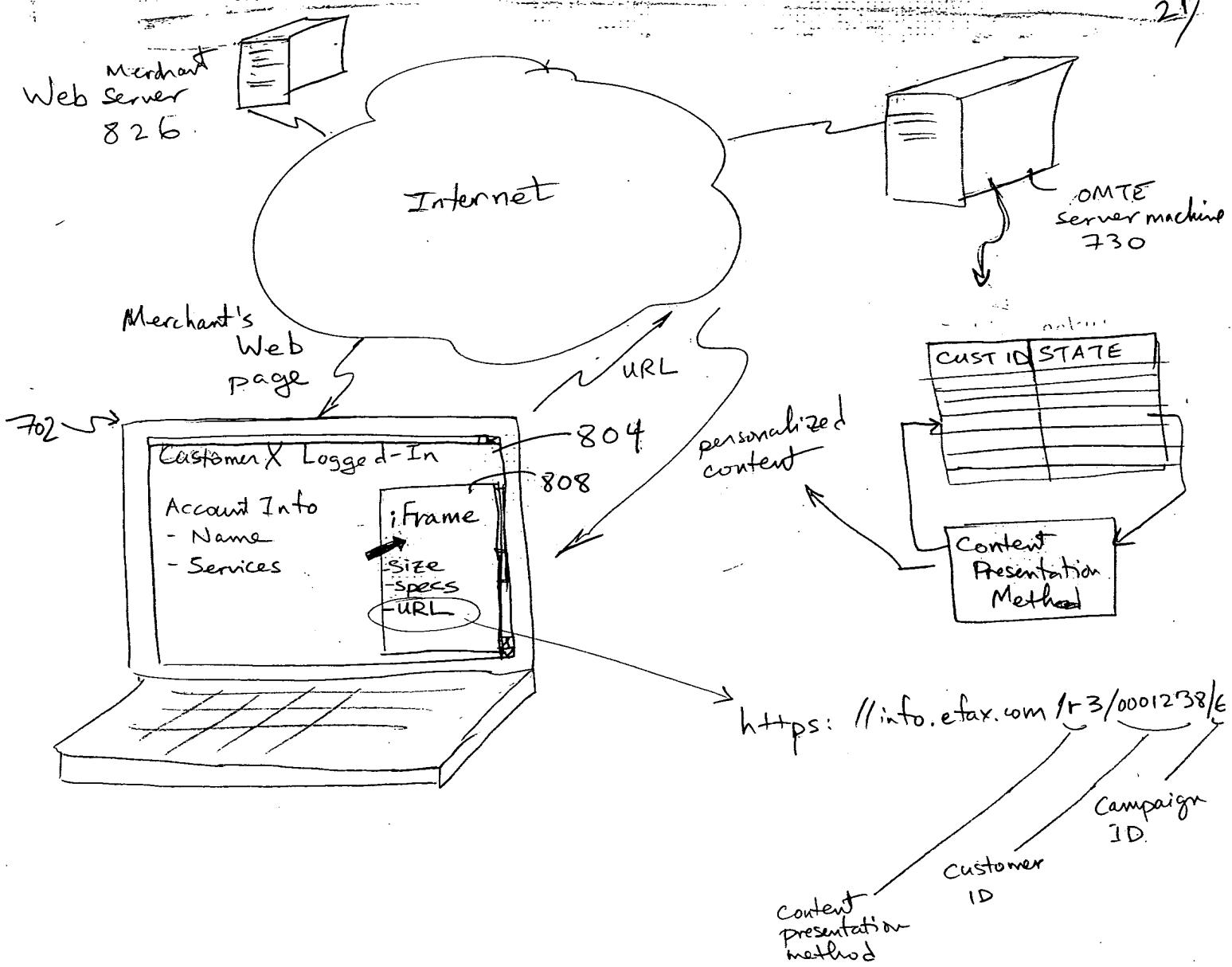


Fig. 10